

The Canadian Reader



Singapore goes modern page 4

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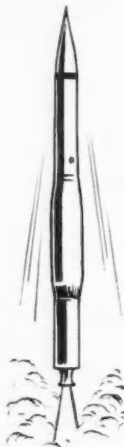
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* *"It is well for a man to respect his own vocation, whatever it is, and to think himself bound to uphold it and to claim for it the respect it deserves."* — Charles Dickens.

* EDITORIAL —

* QUEBEC LEGISLATION

* Quebec Realtors and C.A.R.E.B. Members as a whole are anxiously watching the movement of a regulatory Bill now in front of the Public Bills Committee of the Quebec Legislature.

* The Bill, Number 99, if accepted, will require the Licensing of all persons intending to conduct the sale or transaction of Real Property in the Province.

* New Brunswick may possibly have similar legislation this year, leaving only Prince Edward Island and Newfoundland sans legislation.

* In Quebec the battle for licensing has been long and frustrating. In 1951 Quebec Boards attempted to see the required law enacted. However, at that time the Bill was considered premature and as a result, collapsed.

* Another attempt was made in 1953 and this effort too, met with defeat. At that time the Quebec Government advanced reasons for refusal by claiming that the proponents of the Bill were in minority. The voices of organized real estate were not sufficiently strong to present a strong lobby.

* This year however, the situation has drastically changed. Both the Province's Premier Maurice Duplessis and his opposite the Honourable George Lapalme Liberal Leader, have expressed favour. Bill 99 appears certain to pass through the House and become law.

* Opposition in Quebec has decreased during the last two or three years. The Quebec Real Estate Boards have much to be complimented on, through their untiring efforts to demand controls that would protect the public and, at the same time, lift Quebec Real Estate Practices into a higher, more ethical level of professionalized business.

* * * * *

Vol. 5

March, 1959

No. 3

INDEX

Editorial	3	Ontario News	18
Singapore	4	Ontario listings	20
C.I.R. News	7	Appraisal Institute	22
Coast to Coast	8	Public Relations	23
British Columbia	10	Letters to Editor	24
Advertising & promotion	12	Wittizisms	25
Monthly co-op review	16	person to person	26
Co-op statistics	17	Real Estate Directory	27

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Singapore

"Let an Englishman stand in one spot for ten minutes and his roots will go down!"

This seems to be the sum and substance of the pre-Victorian British heritage.

As long ago as a century, England has declared that each stretch of foreign soil that she occupied, would be turned over to the natives, when and if they proved they could manage their own affairs. This process has been accelerated during this present century. In 1957 the Malay States united under a Federation with Tengku Abdul Rahman, as Prime Minister (he resigned in February over internal troubles).

There are nine States in the Federation: Pahang (the largest); Perlis (the smallest); Johore; Negri Sembilan; Selangor; Kedah; Kelantan; Trengganu and Perak.

The Island of Singapore, separated by causeway from Johore, will also become a self-governing state (within the Commonwealth) in August of this year. At present it is a British Colony.

The Malay Peninsula separates the China Sea from the Indian Ocean. On the Indian Ocean side (West), mud-tidal flats and dense Mangrove swamps create a hot, humid climate, ill-suited for habitation. On the East side, the Coast-line is hilly with long stretches of palm-fringed sandy beaches.

Temperatures remain the same year around (75-90) with 100 inches of rain reported annually.

A Polygot collection of races meet the visitor. Chinese, Indians, Pakistanis, Sinhalese, Eurasians and Europeans. These people, each with their own deeply entrenched customs and traditions make Singapore a colourful Free Port. Customs, arts, re-

横渡亚洲記

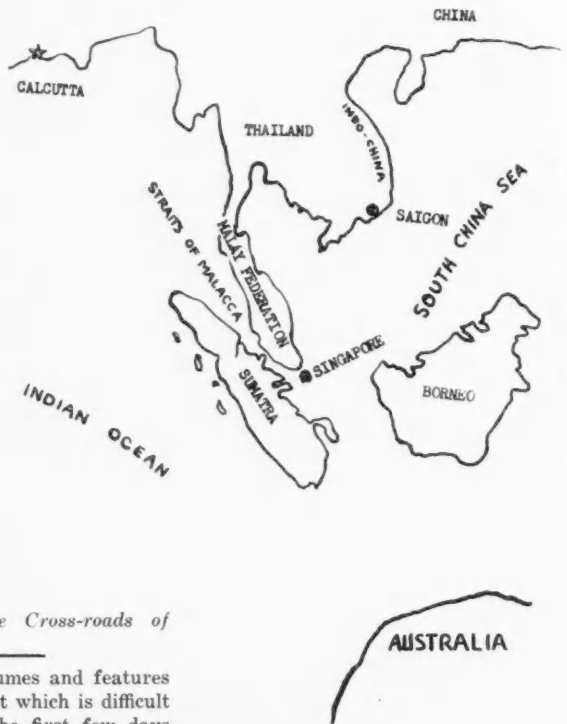
Translation:

"The story of the Cross-roads of Asia."

ligions, crafts, costumes and features all create excitement which is difficult to absorb during the first few days of the initial visit.

Singapore is an entrepôt (a gigantic warehouse where goods can be stored—bought or sold, without duty.) This makes that City, one of the few Ports in the World who have this open trading system. As the entire economy of Singapore depends on this unrestrained flow of goods, one can see the necessity for non-existent tariffs. Rubber, tin, forest products and rice control the bulk of goods exported.

There are 6 million people in the Malay States, with nearly 1/5 of these on the small Island of Singapore. 1.5 million living 5,000 to the square mile.



In August 1786 a private Trader—Frances Light, landed on Malay soil well up the coast on the West side of the Peninsula. He had the British Flag raised and quoted these words, "We take possession of these lands in the name of his Britannic Majesty for the use of the East India Company." The site was named Georgetown.

When the Colonists came, they attempted to clear the land for agriculture. They hired natives to clear the heavy jungle growth. Work proceeded so slowly that an enterprising Englishman had cannons loaded with silver coins which were shot into the

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jungle. This action speeded up the work considerably, but Georgetown was soon abandoned due to disease, enervating humidity, and native unrest.

In 1819 Sir Stamford Raffles took the Colony to Singapore where he became Governor. Soon the Singapore roads saw as many as 5,000 ships arriving or departing each month. As many as 40,000 ships visited the island fortress each year to conduct trade which came down the Straits

racial disputes to the insignificant. The tolerance of the British in permitting religious freedom and freedom of speech on the Island follows the precepts of those practiced on the home shores. One notes the amused and mature tolerance with which the London Bobby (Policeman) moves through the crowds in London's Hyde Park, where soap box speakers are given the unrestricted right to spew off on subjects ranging from Communism and 'down with the Atom tests'

Mighty voices have gone up from time to time, decrying the lack of culture originating on the North American Continent. To these latently repressive people we can only point mutely at the predominance of Western Architecture through-out the awakened world!

of Malacca from India, Burma and the Far East. Traders from Australia, Philippines, Borneo, China, Japan, and Europe also used the Port.

In 1942 Communism gained its first foothold and, working insidiously, gained sufficient strength to start a reign of terror which paralleled medieval Genghis Khan in ferocity. Starting in 1948, the atrocities lasted for six years and, cost the British and Federated Governments over £90,000,000. (\$270,000,000.)

Singapore is a Sanskrit word meaning Lion City. It has been truly that, for the strength of its forebearers still hovers over the Island, keeping

to 'Complete freedom for Ichewitch Bird watchers'.

The Bobby pushes through the crowds saying "ere now, All you who wishes ter be a communist move over there. Any of yer that deems freedom fer bird watchers to be yere forte move that way! But don't block the ruddy 'ighway!'"

Physical property in Singapore has changed immensely within the last decade or two. The leprous walls of Chinatown amid the filth and physical corruption of the River-lined native dwellings have been, for the most part, rooted out.

In place has sprouted modern, and

clean apartment buildings, ultra modern plants, schools and commercial buildings. This change has pointed up the contrast between European and Asian Cultures. Mingled with the flaring Chinese Temples and the round domed Hindu Mosques stands the clean simple lines of modern architecture, reflecting the strength and power of Euro-sapiens.

Singapore hasn't been completely won over by modern encroachments. Change Alley still does business much the same as two centuries ago. On this street with its tiny stalls you will find everything imaginable. Brass and filagree work from India . . . Burmanese silks . . . stylish sharkskin suits . . . razor blades . . . temple bells . . . incense and mystic oriental medicines . . . dried octupi . . . food, jewellery, pictures, lottery tickets . . . all the collectanea and mélange of the Far East.

The currency in use is the Malay Dollar which is roughly 1/3 of the Canadian counterpart. \$100 Malayan buys \$31.7 Canadian.

Singapore being a Free Port and Financial Centre of S.E. Asia depends on foreign investment in the local property market. As a result Foreign inquiries are more than welcomed. All income from property is freely withdrawable and any currency and



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capital brought into the Colony may be withdrawn in part or fully at any time, in the currency of the original.

Real Estate Transactions follow the English method, starting with a Memorandum of Agreement signed by both parties, which is then processed by Solicitors and registered with the Registrar of Deeds, whose books are open for public inspection, and are the ultimate proof of title.

No statistics are available as to the aggregate sales of real estate, and opinions can only be given by a Real Estate Broker in that area.

The Chinese Business man is an outstanding exponent of real estate ownership, being a good hedge against inflation! (The italics are ours. We note the phrase "A good hedge against inflation" being used quite frequently on this side of the world.) This racial group are prime owners of Singapore Real Property.

Residential Land sells at, from 50c to \$2. per sq. foot, with commercial going at a range of \$3 to \$125. Industrial sites remain much the same

as residential prices. All costs being subject to location.

Singapore still hasn't thrown the shackles of the 'Control-of-Rent' ordinance. This law not only limits the amount of rent chargeable but also protects sitting tenants against eviction. This has made pre-war buildings unsuitable for investment. Post-war buildings or new construction is not subjected to the ordinance nor has it any other controls. Thus the Standards or quality of buildings are extremely good, with Canadian and American Architectural design being the rule rather than exception.

We would like to thank Mr. B. C. Steers, Ass't Canadian Trade Commissioner—Singapore, for his part in negotiating a source for material. Through his good graces we managed correspondence with Mr. H. Campbell of Nassim & Company Ltd. Singapore Real Estate Brokers. We also thank Mr. Campbell for supplying the statistics for the latter part of this article.

prises Ltd. he stated "Land sales have already exceeded our most optimistic forecasts.

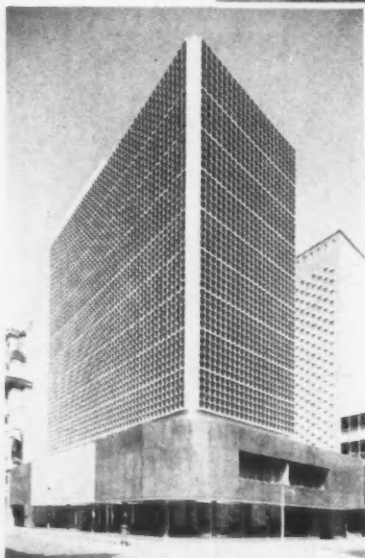
We have already sold 50 acres of land to 15 industries, many of which are U.S. financed," Mr. Milani said. "Several internationally known firms have approached us, seeking 50-acre prestige sites which can be facilitated on Highway 400."

Mr. Milani attributed the heavy interest of buyers in a traditionally slack real estate period to a blitz advertising campaign throughout Canada and the U.S., which detailed the exceptional price advantages of the project.

"We have stepped up the tempo of development to meet the demand, and expect to have 200 acres of industrial land serviced with road, water and sewer available in June." Housing development has also been accelerated, although not as quickly.

Construction of the main Humber-Thistletown trunk sewer has been advanced, with a sub trunk expected to reach Finch Avenue before April.

Kiwi Polish Company Building. Note the Western influence in design which harmonizes with Landscaping



The American International Insurance Company Building, erected in 1958. Swan-MacLaren Singapore, Architects.

LAND SALES SPURT IN NORTH YORK

In our February edition we reported on a \$75 million development in North York (Metropolitan Toronto). In the article we stated that industrial land was selling at between \$16,000 and \$30,000 per acre. A typographical error in setting, resulted in a complete sentence being omitted and this destroyed the entire value of the report.

The above figures indicate what land would normally sell at considering the 'going rate'. However, land is actually pegged with a ceiling from \$7,500 to \$9,500 an acre to assure that speculation would be reduced to the minimum.

In further talks with Mr. C. D. Milani, Director of Milvan Enter-



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Exec-Secretary Summarizes Institute's Activities

H. W. Follows, Executive Secretary of the Canadian Institute of Realtors in his summary of C.I.R. Activities for 1958 indicates that the Institute is becoming more deeply entrenched in organized Real Estate as each year passes.

It is interesting to note the breakdown of students in the 3-year C.I.R. Course of which the below statistics are for first year students only:

The Average student is 36 years old . . . the oldest 67 . . . the youngest 21.

Average real estate experience is five years three months with the longest experience being 31 years.

10.5% are over 50

15.9% have over ten years experience

23.1% are Brokers

40.6% are Salesmen

18.8% are Managers

11.3% not engaged in Real Estate Business

3.1% are Appraisers only

3.1% are Ladies

22.5% have university degrees

33.7% have taken other courses.

Mr. Follows reports that people from all walks of life are taking the course including a Serviceman and a Minister.

The enrollment in the C.I.R. Course as conducted by the Extension Department of the University of Toronto is as follows:

First year — 167 of which 25 are repeats

Second Year — 53, of which 7 are repeats

Third Year — 46, of which 13 are repeats.

July of 1958 revealed the first graduating Body of C.I.R. of which 30 students were successful. Scholastic standings have been favourable and, those graduating from their respective years have all indicated the worth of

the Studies in relation to their real estate work.

Upon graduation all successful students may make application to the C.I.R. Governing Body for membership into the Institute as either a F.R.I. (Fellow of the Realtors' Institute) or A.R.I. (Associate of the Realtors' Institute.)

With the assistance of C.I.R. the University of Alberta Department of Extension has commenced a three-year Course in Real Estate Principles from which, graduates will have the opportunity of applying for membership in the Institute. The Alberta course follows the syllabus offered by the University of Toronto.

University Chair Suggested - Toronto

Murray Bosley, immediate Past-President of C.A.R.E.B. in his address to the Annual General Meeting of the Toronto Real Estate Board suggested that the Toronto Board endow a Chair in Land Economics at the University of Toronto.

He suggested that Scholarships be offered by the Board, financed through sums set aside from the T.R.E.B.' co-op sales commissions.

In offering his suggestion Mr. Bosley said he was sure that an offer such as I propose will be welcomed by the University.

The British Columbia Board now sponsor a Chair in the University of British Columbia, which School recently appointed Professor Phillip H. White. He will be engaged in teaching Estate Management, land Economics, development, Financing, Taxation, Appraisal and Investment.

LARGE STUDENT BODY IN C.I.R. COURSE

Of the 169 first year students, we find an increasing number from Provinces other than Ontario.

The localities are as follows:

ALBERTA

Calgary 10; Edmonton 5.

BRITISH COLUMBIA

Burnaby 2; Duncan 1; Kelowna 1; North Surrey 1; Vancouver 8; Victoria 5; White Rock 1.

MANITOBA

Winnipeg 7.

NEW BRUNSWICK

Lancaster 1.

NOVA SCOTIA

Dartmouth 1; Halifax 1.

ONTARIO

Aurora 2; Balm Beach 1; Barrie 1; Bracebridge 1; Brantford 1; Bridgenorth 1; Coburg 2; Cornwall 1; Hamilton 3; Kingsville 1; Kingston 1; Kitchener 1; London 1; Niagara Falls 2; North Bay 1; Oak Ridges 1; Oshawa 1; Ottawa 4; Peterborough 3; Port Credit 3; Sault Ste. Marie 1; Scarborough 1; South March 1; Sudbury 1; Toronto 60; Waterloo 1; Whitby 3.

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WINNIPEG HOLDS ANNUAL DINNER



Over 400 members and friends attended the Winnipeg Board's Annual Dinner Meeting, the guest speaker of which was N. P. Dodge Jr. of Omaha, Nebraska speaking on "The future of Real Estate in our economy." Head table guests were left to right: J. L. Thompson, President Winnipeg House Builder's Assoc.; J. A. MacDonald, President Appraisal Institute of Canada; J. Litikman, President Manitoba Bar Association; Peter Curry, President Downtown Business Assoc.; J. S. Steven-

son; S. Juba, Mayor of Winnipeg; His Excellency J. S. McDiarmid, Lt. Gov. Province Manitoba; S. Lewis, Past-President W.R.E.B.; R. P. Dodge Jr. Guest Speaker; W. B. McCutcheon, President W.R.E.B.; J. S. Mahon Vice-President Winnipeg Chamber of Commerce; B. Fanset, Industrial Commission — Industrial Development Board; R. L. McDonald, Chairman Municipal & Public Utility Board; K. Cinnamon, President Brandon Board; J. M. Barber, Vice-President W.R.E.B.



CALGARY EXECUTIVE FOR 1959

Seated left to right: J. I. England, Past-President; Roy Wilson, 2nd Vice-President; E. B. Lyle, President; V. L. Hawkes, 1st Vice-President.
Standing: Directors — Percy Petch; Jack Burniston; Darrol Tarves; Al Larson; W. F. Johns, Executive-Secretary and Gordon Brown, Director.

CALGARY

"This is not a rock 'n roll type of business" was fired at a recent Calgary Real Estate Conference audience. The forceful speaker was F. J. Bashaw, a Sales Consultant from Palm Beach Florida, who was guest speaker at the meeting.

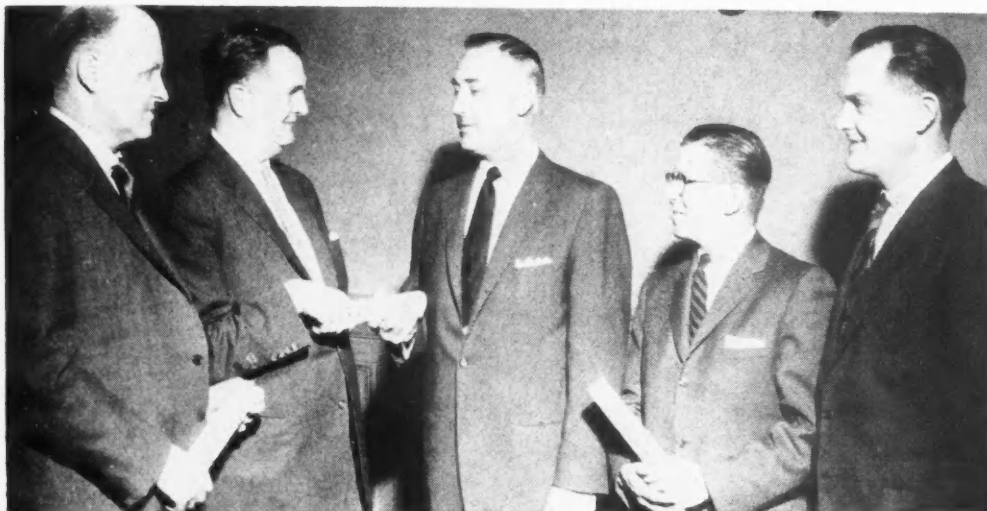
He said "I once knew of a young Realtor whose Boss would call a meeting every Monday. Everyone was invited to gather around a piano and sing." (to pep 'em up.) Then the boss would holler "*Alright, get out there and fight!*"

His staff would then head for the nearest bar for a couple of strong drinks."

Mr. Bashaw claimed that the best listings were the ones that 'come to us, unsolicited.' "There are a few basic principles in our business. The sale begins and ends with—alpha and omega."

"Tranquility is nothing but a well-organized mind." Mr. Bashaw concluded. "As soon as we begin to understand the basic principles of reality and can see them graphically . . . calmness sets in. The Real Estate profession is dramatic. We as Realtors must feel this drama. Our tensions are caused because we do not know ourselves."

New "Fellows" Of The Canadian Institute Of Realtors



Four Montreal Board Members were recently accepted as Fellows of the Canadian Institute of Realtors, following completion of a 3-year course conducted by the University of Toronto under the Direction of the Institute.

Shown receiving their certificates from M.R.E.B. President Dave Keast (second from left) are, left to right: Bertram Tate, of St. Francis Realty Company; B. D. Bailey, of Westmount Realities Ltd.; Carl F. Reutter, of Lennex Realities Company and John Winterhalt — Royal Trust Company.

Dodge Predicts Winnipeg's Growth

Small Homes with spacious lots will be the modern criterion, claims Natham P. Dodge of Omaha, Nebraska.

Mr. Dodge a Director of the National Association of Real Estate Boards, was guest speaker at the Annual Meeting of the Winnipeg Real Estate Board held in the Royal Alexandra Hotel, January 28th.

Mr. Dodge, apparently aware of Winnipeg's potential, claimed that "New Housing in Metropolitan Winnipeg will average between 7,000 to 8,000 single family dwellings a year in the next 10 years."

He said "This trend is brought on by the mass movement of people from rural to urban areas and accentuated by a tremendously expanding population. As working hours become shorter, leisure time becomes greater. These added hours will permit home owners to spend more time working around their property. Cramped lots will be received with disfavour by the majority."

Mr. Dodge also forecast the erection of two or three large, and several smaller shopping centres in the suburbs of greater Winnipeg. He mentioned also that Garden-type apart-

ment buildings will become increasingly popular.

At the 57th Annual Meeting attended by nearly 400 Manitoba Realtors and Guests, Mr. Dodge was made an honorary citizen of the city.

SASKATOON

(reprinted from Saskatoon Star-Phoenix)

A program of revaluation of all buildings in the province, except those in Regina and Saskatoon, has been commenced by the assessment branch, Department of Municipal Affairs.

"The previous valuation of buildings," the department's minister, L. F. McIntosh, said, "was based on the 1938 level of building construction costs whereas the basis now being used for revaluation is the 1947 level. A more realistic value will be placed on these buildings by relating it more closely to present day building costs. The program will take several years to complete."

The minister explained that the new assessment for buildings will not be used for taxation purposes in any municipality until all the buildings in the entire municipality have been reassessed. Consideration may also be given to an adjustment for rates for business assessment purposes in order that the relation between aggregate building assessment and total

business assessment will not be seriously disrupted.

"Apparently," Mr. McIntosh said, "a number of persons hearing of this program of revaluing buildings, are concerned their taxes will immediately increase. This will not necessarily be the result of the change in the value of buildings since all the buildings in a municipality will be valued on the same basis and therefore the burden of taxation should not change amongst those who own improved property."

"Actually, as the assessment of a municipality increases because of a broad program of revaluation of certain properties, it is presumed that the tax rates will lessen, so the burden of taxation may not increase at all."

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Association of Real Estate Boards

Large Turn-out Hear Professor Explain Pre-licensing Exam

One of the largest attendances of the Real Estate Board of Victoria turned out to learn about the new licensing requirements for those entering the business.

They heard the University of British Columbia's new Professor of Real Estate, Philip White, explain the course which in future, all aspirants to real estate salesmanship must pass before they can become licensed under the B.C. Real Estate Act.

The new licensing qualifications according to W. Bailey of the local Board will "cut out the fly-by-night type of salesman and, make the real estate business a career."

The course consists of 20 two-hour lectures and 20 assignments and is followed by an examination set by the Faculty of Commerce at the University of British Columbia.

To non-residents of Vancouver, it will be available in correspondence form, and in this case it will be linked into the students' practical training in a real estate office.

Mr. White said the chief values of the licensing course would be to eliminate from the real estate business all those who were not serious about making it their life's undertaking.

"We will get rid of them before they get into the business".

Besides sorting out those who are prepared to work and become experts, the course would present a challenge to the applicant and would increase the standing of the profession.

Mr. White added that the course did not teach how to sell, and he did not guarantee that those who did best in the examination would prove the most successful salesmen.

In addition to the pre-licensing course, U.B.C.'s Professor White is setting up a course that will give

participants a Bachelor of Commerce degree majoring in real estate. This will be the first such course in Canada.

Mr. White is a graduate of two British universities and has also had practical experience of real estate work in Britain.

He was picked by the commerce faculty at U.B.C. and by the Associated Real Estate Boards of B.C., after a world-wide search for the right man. The real estate boards are backing the project with a \$10,000-a-year guarantee.

Supreme Court Refuses Appeal

The decision recently by the Honourable Mr. Justice MacLean in the Supreme Court of B.C. turning down the appeal of Mr. E. C. Wyman and Moscrop Realty Ltd. against expulsion from the Vancouver Real Estate Board sets a precedent in legally confirming the right of the Board to exercise disciplinary powers for infractions of its self-imposed Code of Ethics.

It also establishes in law the Board's principle of personal responsibility by its members, as individuals, for the actions of their salesmen or their company.

In commenting on the decision, Alan G. Creer, Secretary of the Real Estate Board, said, "We feel that the protection offered to the public by membership in the Board is greatly enhanced by this legal confirmation of our voluntary efforts to secure the adoption and enforcement of sound business conduct and dealing among those engaged in the real estate business."

President:

M. G. Klinkhamer, Cranbrook.

Vice-Presidents:

Mladin G. Zorkin, Nanaimo; Fred Philips, New Westminster.

Past-Presidents:

Col. H. R. Fullerton, Vancouver.

Directors:

George Brown, Harold Chivers, Charlie Brown and Fred Urquhart of Vancouver; Laurie Kirk and P. D. P. Holmes, Victoria; W. E. Anderson, North Fraser; J. R. Harvey, Quesnel; G. F. Brown, Surrey; E. B. Cousins, Kootenay.

"His Lordship put this purpose very well when he said in his judgment "membership (in the Board) is regarded as a mark of prestige because of the high standard of business ethics that the Society requires of its members", "Creer added.

The case arose following investigation by the Board's Discipline, Complaints & Ethics Committee of improprieties reported to the Board by two members of the general public. These were found to violate the Board's Code of Ethics and the firm was subsequently expelled.

Kelowna New Headquarters

Vernon B.C. was the scene of an inaugural meeting of Okanagan Valley Real Estate Agents held recently.

The purpose of the gathering was to form a multiple Listings system for the Valley Brokers extending from Kamloops South to Penticton. The area will incorporate Kamloops, Vernon, Salmon Arm, Enderby, Armstrong, Summerland, Peachland, Kelowna and Penticton.

Headquarters for the Office will be in Kelowna and a full time Manager and Stenographer will be hired.

R. H. Wilson, Kelowna, was named Chairman with Board representatives being: F. Saunders and E. Amos, Penticton; George Castonguay, Vernon; Don McGillveray and R. Henderson, Kelowna, and Les Greaves of Salmon Arm. Other members will be announced at a later date.

The members have chosen "The Okanagan and Mainline Real Estate Board" as the new formation's official title.

Practically every food in the world can be grown in Texas, including the exotic Avocados, almonds, figs, pineapples, etc.

Canada's Beauty Spot Convention Scene



Rugged, tree-lined mountains encircle Harrison Hot Springs Hotel, site of this year's B.C.A.R.E.B. Convention. The biggest lake for hundreds of miles stretches far to the north, providing one of the world's greatest natural beauty spots.

'IDYLL' SETTING FOR CONVENTION

Harrison Hot Springs, a small resort town devoted almost entirely to tourism and known as "the Spa of the West" is the site of the 1959 B.C. Association of Real Estate Boards' Convention, to be held Monday and Tuesday, April 13 and 14.

Situated at the top end of the Westminister County Real Estate Board's territory, Harrison is less than two hours drive from Vancouver and less than an hour and a half from New Westminster itself. In good weather—and by April its usually good there—the Harrison Hot Springs resort is a jewel set among the mountains—right beside a large and beautiful lake. The nearest comparison with it is Lake Louise in the Rockies, although the latter is a more staid hide-away.

Set on the Southern end of Harrison Lake, the hotel is situated at the head of the Lillooet Trail which the miners followed in the Cariboo Gold Rush of 1858.

Awaiting the delegates are a variety of pleasures including luxurious dining, dancing in the Copper Room, fishing, hunting, golfing, tennis, boating, or riding old Indian trails.

One unusual feature of the hotel, which is managed by Max A. Nargil who came to Harrison from Haiti where he managed two resort hotels in Port au Prince, are flowers supplied



Running fresh water in the outdoor pool is kept at 75 degrees all year around. The warm indoor pool is fed by natural sulphur and potash springs.

fresh to every room from the hotel's six acres of grounds and greenhouses.

Another appealing feature of the hotel as a convention site is the fact that because it is removed from a large metropolitan centre it enables convention holders to keep delegates under one roof and together at all times.

Exciting Program Offered Delegates

Guest speaker at Monday's luncheon will be New Westminster City's gracious lady mayor Mrs. Elizabeth 'Beth' Wood. On Tuesday the luncheon

speaker will be Rev. John Bishop. He will speak on "How to Lose Friends and Offend Relations".

Another featured speaker at the B.C. Association meet will be C.A.R.E.B. President Don H. Koyl of Saskatoon.

Other sessions on the convention agenda are the annual election and installation of officers, round table sessions, panels and a number of business sessions. Among the topics to be dealt with extensively at the business sessions will be the B.C. Multiple Listing Service inaugurated last year.

On the social side there will be two receptions preceding the dinners on Monday and Tuesday. Tuesday evening the dinner will be followed by entertainment and a dance.

'IDEA MAN' SET TO PEP CONVENTION

Miami, Florida, idea man Jack Justice will be featured speaker at the 1959 B.C. Association of Real Estate Boards Convention at Harrison Hot Springs April 13 and 14.

Built around the theme "Ideas That Build Business", the convention will have two opportunities to hear Justice during one hour sessions each day. In addition, fifty of the delegates will have an extra opportunity to swap ideas with him at a breakfast meeting on Tuesday.

6th OF TEN ARTICLES ON

Advertising & Promotion

By WES MITCHELL

EMOTIONS - TYPE - LAYOUT

In order that one might compose persuasive copy, an awareness of basic fundamentals is necessary.

The following article explains the functions of 'emotional copy writing' which will allow you to draft your composition in terms of emotional appeal.

Even the most sterile, frigid, unimaginative man or woman has some degree of emotional intensity. Emotions direct all our conscious acts. If we keep this in mind when writing advertising copy we will succeed with our aims much more positively than had we ignored it.

We are not interested in abnormal psychology of man's emotions here. We are interested in what makes the average person tick. We want to appeal to the huge mass of people who do our buying and selling. To these, or more particularly, to a segment of these, are we about to direct our thinking.

We might start off by listing emotions then explain how an Ad writer utilizes them.

The following categories are the ones we work with:

LOVE, FEAR, PRIDE, GREED. There are others including jealousy, anger, hate etc. but we'll let these slide by the board.

LOVE: This emotion covers a lot of ground. For instance: DeBeers sell Love instead of diamonds in their copy. A Realtor sells this emotion by saying "... A home with a big backyard, snuggled by a five foot hedge ... gives your family a chance to live together ... allows the kiddies plenty of play-ground safety, close under the watchful eye of your wife." Love and fear (protection) both indicated here.

PRIDE: Landscape artists and nurserymen; car and sports equipment manufacturers; Land developers and swimming Pool firms; Clothing and cosmetics ... all aim at the Pride in Man or Woman.

In the past five years a noticeable trend has occurred, if figures offered

by swimming pool manufacturing firms are accurate.

These indicate that an increased number of middle and upper income home owners have ... or are seriously thinking of ... installing a swimming pool on their grounds.

A motivational study, completed by a firm headed by Esther Williams, reveal that a second car in the family no longer has the prestige value it formerly obtained. Now the *succès d'estime* is a swimming pool.

I haven't read many ads peculiar to this industry for some time, but can assume that they would be themed along the following lines:

"Entertain friends at your own poolside ... nothing like a swim and barbecue right in your own backyard."

"Why drive many dusty miles to enjoy a swim? Keep leisurely fit within the comfortable environs of your own home!"

Cadillac and Rolls-Royce are also aware of this prestige factor and aim



their appeal thru' the media most read by middle and upper class people. Ever noticed their ads in Life, New Yorker etc.? Next time you see the ads, read them with comprehension.

Rolls-Royce conservatively mentions: "At 60 m.p.h. the loudest noise you hear is the electric clock!"

FEAR: Many firms cash in on this emotion. For instance an automotive firm doesn't sell Brake shoes, they sell safety. "Instal Canuk Brakes ... they may save YOUR life!" Roofing Firms don't sell roofing material, they sell assurance: "Have your home equipped with a hurricane-proof, 25-year guaranteed Roof." A Realtor says, "A Home far from the anxiety of heavy traffic." "This lovely home built on high ground ... no danger of floods here!" "Copper plumbing; bonded heating, red seal wiring ... no chance of heavy maintenance bills.

An Insurance Company doesn't sell insurance, they sell security. "Protect your family with ..." or "Start now to save for your retirement!" "Here's a man without a worry in the world." (Shows an older man happily fishing from a rowboat.)

GREED: It has long been a recognized fact that most of us have some degree of avarice in our makeup. We are attracted in varying intensity by stocks & Bond Ads, give away gimmick ads, and Ads that scream price. We are also interested in 'twofer' promotions: (two for the price of one). You see them in clothing sales, grocery and drug items etc.

We know of a woman who insists that her husband buy gas at a coupon trading station. She claimed that the redemption of coupons gained this way gave her valuable prizes. Her husband tells us that he can get gas 2 cents per gallon cheaper a block farther on. When the value of each coupon was figured out the saving came to half of one cent per gallon. By trading at the coupon station he was, literally losing 1½ cents per gallon. Try and convince his wife of that. (He doesn't try too hard, as she is quite happy.)

TRAIN YOUR TALENT

Like the tap root of a tree, basic emotions have many off-shoots. You can appeal to an emotion thru': Health, Ambition, Adventure, Beauty, Laziness, Comfort, Education, Respect, Sensuality, Sports, and many others. If you probe your mind deep enough ... if you spend many moments of concentration, copywriting will become increasingly easy.

Like any other art or science, Ad writing is a profession, not to be taken lightly. If you have an imagination and fairly good flair for words,

you should be able to train your mind sufficiently well to produce copy well up the scale from mediocrity. Examine the Ads you see in your newspaper. If the message is too brief, too common, then you can look for an untrained mind back of the copy.

You don't have to be an Oscar Wilde, Bertram Russell or Bernard Shaw. In writing Ad copy, one can't utilize flowery copy to any marked degree.

TYPE FACES

Lets turn to another important facet of Advertising: In order that we can show you how to prepare a layout we have to discuss type styles.

All printers' type are broken down into families. Bodoni, Century, Metro, Flash, Garamond, Onyx, Futura, Gothic, Baskerville etc. There are many types on the market and most job printers carry a fair selection, from which they can choose a type that answers a given need. Flourishing type such as Park Lane would be used on wedding announcements; Metro would be used for Newspaper

heads or other bold copy. We won't go into the history of type altho' it is extremely interesting. We do think however, that everyone who intends to do their own advertising, should become familiar with the various types. If you deal mostly with a newspaper, they will probably supply you with available type faces and sizes. If they do not have this, you will find most of the types shown in each edition of the paper.

Newspapers are limited to type faces. This is understandable, as time is of essence in publishing each edition. And too, surprising as it may seem, to keep a comprehensive group of too many families (all the sizes, italics, light and bold faces etc.) would take up too much room and cost far too much. Type is expensive!

'BODY' TYPE

12 pt. garamond light italic

*Effective Printing is an educator,
the same as any other art. The
thoughts of the author take on
added value by reason of it.*

8 pt. century

Effective printing is an educator, the same as is any other art. The thoughts of an author take on added value by reason of it. . . .

8 pt. Vogue light

Effective printing is an educator, the same as is any other art. The thoughts of the author take on added value by reason of it

Above are four examples of paragraph or body copy. A wise choice of type size and style will enhance the quality of your Ad.

POOR MAKE-UP

We recently examined a large display, ad (5 column by 150 lines) in which the Advertiser presumably wished to rent apartments. We say presumably, because the Ad must have cost \$370, and I can't see anyone throwing that kind of money down a drain. In our estimation however, the Ad fell flat on its face. There was nothing about the Ad, other than the illustration, that would create a desire within us to respond, had we wanted an apartment. Another bad feature was the ill-use of type sizes. The mark-up man slipped badly on that job, for there were 7 lines of type 48 point in size, or greater.

Examine your Magazines, and if you can find more than three lines of type over 48 point (except under unusual circumstances) we'll eat our collective shirts. 48 pt is roughly ½" high.

It seems to be a fairly common practice to buy space, then jam it full of heavy type.

Our contention is a strong one. It is simply, use white space intelligently. Heavy type is seldom warranted in an Ad. One large head is all that is needed, with any sub-heads substantially reduced in size.

On the two facing pages we will attempt to show the difference between a poorly laid out Ad with unimaginative copy. The other, we have dreamed up.

We have attempted to follow our own advice: Make 'em See it . . . read it . . . understand it . . . believe it . . . want it!

We shall also try to incorporate an appeal to emotions.

DISPLAY TYPE FACES

REALTOR

36 Bodoni Bold—Note the tips of each letter. This is called serif. This type is used sparingly for Headings as it doesn't allow eye flow. You might use it to express dignity in your firm's name, or any very short phrase.

Realtor

48 Pt. Swing Bold—Not used too much, but can be included in certain layouts.

REALTOR

36 Pt. Futura Medium italics—another type of italic, of which there are many.

REALTOR

36 Tempo Heavy—Type similar to this used in News Heads or Borax type merchandising Ads, that 'scream price'. You know the ads where a dime would cover any white space anywhere in the layout.

Realtor

36 Pt. Flash—This is an italic type used to express motion, as most italics are. Italics are also used in paragraph or 'book' type, to express a first person quote.

REALTOR

36 Pt. Futura Medium—(Has no tips. Therefore called sans serif). A type similar to this you will find in the Classified heads, or heads on editorial copy.

NOW AVAILABLE EXCLUSIVE

RESIDENTIAL AREA

PRESTIGE
LOCATION



YOUR CHOICE BACHELOR
1 - 2 BEDROOMS

DON'T MISS THIS!

PHONE

Decor to Suit

ROXY-7-7888

**MODERATE
RENTS**

LEYTON ARMS

5 HIAWATHA CIRCLE

JOHN CANUK & CO.

99 MAIN ST.

SEE TO-DAY

WRONG: The above Ad utilizes too many large type sizes. with poor "family" selection. And too, there is nothing to create a desire (with exception of the illustration.)

RIGHT: (see opposite Page) By working on the emotions, and correct selection of type, this Ad should appeal to apartment seekers. As women are in the majority of those looking for other quarters, copy in this instance should contain feminine appeal.

NEXT MONTH: evolution of ideas . . . Keys to good copy . . . how to test copy!

QUIET URBAN LIVING IN PRESTIGE ATMOSPHERE

SPACIOUS APARTMENTS THAT INVITE YOU TO LIVE IN THEM

Leyton Arms offer you the ultimate in quiet, restful, living. Each apartment is sound-proofed including thick hall carpeting to smother outside noises. Light too, has been considered in the planning . . . plenty of natural light makes settling down easier . . . more pleasant. To conclude your day (or for afternoon sunning) move an easy chair to your own private balcony. Gives you a swell spot to spend a few desired moments of idle relaxation.

Top quality fixtures in the claret colour-harmony adds the extra immaculate touch to a fine 4-piece tiled bathroom. For exciting contrast the floor is done in *custom-designed terrazzo* 'black 'n white' rubber tile.

Living and bedroom space is ample. Plenty of room for furniture re-arrangement . . . lots of current outlets for your electrical needs . . . more than sufficient clothes closets . . . and your own basement locker to take care of extras.

You can see all this for yourself during your visit to Leyton Arms.

P.S.: Rents are moderate too!



JUST OFF THE NORTH SIDE OF MARINE
CRESCENT AT COLUMBUS DRIVE

- Midtown prestige location (minimum travel to any part of the city).
- Your own parking stall, with ease of in 'n out movement.
- 10 Cu. ft. Fridge, 30" H.D. Electric range in every apartment at no extra cost.
- T.V. outlet for good reception, all channels.
- Bachelor, 1 or 2 bedroom suites, your choice decor.
- Efficient janitor service.
- Sensible management keeps bothersome details to minimum.



Leyton Arms
NUMBER FIVE · HIAWATHA CIRCLE

PREMIUM APARTMENTS FOR DISCERNING PEOPLE

*We Will be Delighted to
Invite You Over for a Look*

PLEASE PHONE
ROXY 7-7888



MONTHLY CO-OP REVIEW

NEWER BOARDS SHOWING HEELS IN INCREASED CO-OP SALES

The following Boards are enthusiastically 'leaving the pack behind'. And, its hard to point a finger at the modus operandi. Not only are these Boards still retaining the aggressiveness of youth, but they also keep the pots boiling by infusing various stimuli, such as co-op contests, co-op breakfast meetings and other progressive forms of action.

Westminster County Board, formed late last summer is already running 9th in total sales. During January they recorded a whopping $\frac{3}{4}$ million dollars in co-op listing sales.

Peterborough . . . Galt-Preston-Hespeler . . . and Lethbridge Boards are also fast climbing the ladder.

Other Boards might examine the methods used so successfully. We're sure that a letter of query directed to the Board Secretaries would be answered.

SASKATOON BOARD ELECTS 1959 CO-OP EXECUTIVES

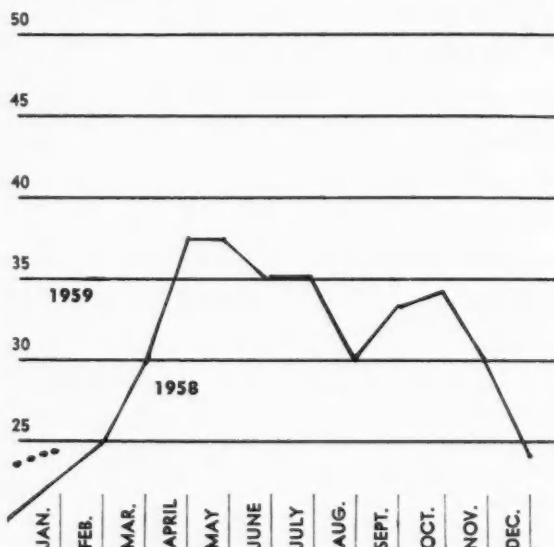


SASKATOON CO-OP EXECUTIVE

Top row left to right: T. Prefontaine, G. N. McCallum, J. C. Bailey, O. K. McClocklin. Bottom Row: A. H. Christiansen, L. E. Holmes, W. E. King. Saskatoon is the Convention City for C.A.R.E.B.'s 1959 Annual Conference, September 20-24th.

of dollars
millions

CO-OP SALES GRAPH



JANUARY CO-OP SALES INDICATE BUOYANT FUTURE FOR MEMBERS

Co-op Sales are once again recording greater figures than any January previously. Almost without exception we find Canadian Boards establishing new records.

The Winnipeg Board have now entered the rarified atmosphere of more than One million in January. This wide-awake Board zoomed to \$1.33 million with Ottawa running a close second at \$1.31 million. Ottawa also topped the million dollar mark for the first time in January.

Total co-op sales as indicated on statistic page opposite, show an 8% increase in sales.

Sales in ratio to listings remain relatively the same at approximately 25%, or one in every four listings registered, are sold.

We have reports that some Boards are attempting to educate their members to list saleable properties only. They have a convincing argument on their side — that of listing cost.

The smaller the ratio between sales and listings in each Realtor's office — the larger the net profit made.

CAREB CO-OP Statistics for January 1959

Positions as of Jan. 31st 1958	1959	Board	Gross Co-Op Sales			Listings			Listings Sold			Population in Thousands
			Year to Date	Jan., 1959	Jan., 1958	Year to Date	Jan., 1959	Jan., 1958	Year to Date	Jan., 1959	Jan., 1958	
1	1	Toronto	\$ 8,050,517	\$ 8,050,517	\$ 7,016,123	2,303	2,303	1,692	508	508	444	1,500
2	2	Hamilton	3,385,798	3,385,795	2,646,913	747	747	809	225	225	236	259
3	3	Vancouver	2,669,717	2,669,717	2,976,035	1,080	1,080	1,096	232	232	253	525
4	4	Montreal	2,198,561	2,198,561	1,338,998	269	269	228	66	66	56	1,600
5	5	Calgary	1,754,920	1,754,920	1,493,205	434	434	524	120	120	119	200
6	6	Ottawa	1,315,500	1,315,500	966,156	266	266	330	74	74	64	220
7	7	Edmonton	726,830	726,830	712,376	348	348	361	63	63	63	223
8	8	Westminster County	704,197	704,197	—	272	272	—	72	72	—	55
9	9	London	665,263	665,263	719,575	150	150	209	61	61	58	101
10	10	Victoria	562,622	562,622	609,438	162	162	183	60	60	67	125
11	11	Kitchener-Waterloo	468,800	468,800	581,900	122	122	154	43	43	53	74
12	12	Saskatoon	391,925	391,925	202,850	115	115	95	46	46	25	60
13	13	Peterborough	165,700	165,700	120,150	72	72	32	16	16	11	45
14	14	Oshawa and District	160,100	160,100	115,090	19	19	35	9	9	9	50
15	15	Halifax-Dartmouth	147,350	147,350	—	15	15	—	9	9	—	125
16	16	Windsor	131,900	131,900	165,708	47	47	58	13	13	16	125
17	17	Oakville-Trafalgar	116,350	116,350	100,650	30	30	20	6	6	6	15
18	18	Regina	106,085	106,085	54,100	23	23	35	9	9	6	100
19	19	South Peel	101,150	101,150	164,800	35	35	38	7	7	9	50
20	20	Galt-Preston-Hespeler	94,810	94,810	12,000	22	22	12	10	10	1	25
21	21	Orillia and District	90,600	90,600	60,250	18	18	33	8	8	7	13
22	22	St. Catharines-Niagara	64,800	64,800	47,750	73	73	21	7	7	5	40
23	23	Guelph	60,450	60,450	25,000	12	12	5	5	5	3	32
24	24	Greater Niagara	60,400	60,400	90,950	40	40	29	7	7	6	50
25	25	Fort William	37,850	37,850	41,100	16	16	5	3	3	4	45
26	26	Lethbridge	35,200	35,200	—	8	8	—	2	2	—	31
27	27	Central Alta. (Red Deer)	33,300	33,300	17,100	6	6	11	4	4	2	17
28	28	Welland and District	31,250	31,250	11,600	33	33	43	4	4	2	40
29	29	Barrie and District	27,000	27,000	—	10	10	9	2	2	—	15
30	30	Port Arthur	19,950	19,950	—	21	21	—	2	2	—	42
31	31	Cornwall	8,800	8,800	27,350	17	17	8	1	1	3	20
32	32	Chatham	nil	nil	—	7	7	—	nil	nil	—	30
33	33	Kingston	nil	nil	—	nil	nil	—	nil	nil	—	30
34	34	Nanaimo County	nil	nil	—	nil	nil	—	nil	nil	—	60
35	35	Orangeville	nil	nil	—	2	2	—	nil	nil	—	30
36	36	Sault Ste. Marie	nil	nil	—	7	7	—	nil	nil	—	10
37	37	Sudbury	1,337,475	1,337,475	840,790	324	324	314	122	122	82	36
38	38	Winnipeg	—	—	—	—	—	—	—	—	—	56
TOTALS			\$25,725,170	\$25,725,170	\$23,091,941	7,125	7,125	6,864	1,825	1,825	1,822	390

*Late copy



Association of Real Estate Boards

Executive Committee:

F. N. McFarlane, Ottawa, President.
C. W. Rogers, Toronto, Vice-President.

Regional Directors:

A. Sinnott, London; A. Hawreliak, St. Catharines; J. Roberts, Port Credit; F. J. Dawson, Sault Ste. Marie; R. Thompson, Peterborough.

Executive Directors:

P. H. McKeown, Ottawa; Sam Campbell, Hamilton; P. J. Harvey, Brantford.

Past President:

P. A. Seagrove, Hamilton.
Secretary-Treasurer: H. W. Follows.

WINDSOR BOARD ENTERTAINS CIVIC BUSINESS HEADS

Mr. (Singapore Joe) Fisher, Canada's Ambassador of Goodwill, recently entertained guests of the Windsor Board with a talk accompanied by the showing of a film entitled: "The dynamic St. Lawrence."

John Fisher, Government Tourist Executive who is an internationally-known speaker takes with him wherever he goes, an infectious enthusiasm for Canada.

Even though the weather was inclement, the Ballroom of the Prince Edward Hotel was almost filled to overflowing.

The purpose of the film, reports Barbara Woods, Windsor's Executive-Secretary, would give the Civic Heads of Windsor an insight into the Seaway Development and what Windsor might accomplish by serious study of the potential.

TO HANDLE REINS OF OTTAWA BOARD



New Officers of the Ottawa Board: left to right, F. Eugene Lavoie, Vice-President; D. Jane McLean, recently appointed Executive-Secretary; D. Roy Wymark, President for 1959.

Miss McLean who was a Realtor before joining the staff of O.R.E.B. took top honours in all three years of her class in C.I.R. Studies.

In his report Mr. Wymark notes that the Ottawa Photo co-op sales have passed the \$20 million milestone with 1958 sales at \$21,381,555. He also notes that the tightening of educational requirements has favourably reflected in the decreased turnover of salesmen.

FREE PARK GOES TO TOWNSHIP

Toronto Township (25 miles west of Toronto) was handed a "Plum" by the British American Oil Company when that firm sold 25 acres of land (a strip 300' x 2500') and going at \$5,000 an acre for the sum of One Dollar!

The move pleases the Town Fathers who intend to use the gift as a green-belt, buffering the Oil Refinery from a new sub-division called Meadowwood. The acreage skirts the East side of the Company's property and extends down to Lake Ontario.

Included in the transaction is a stretch of beach fronting on Lake Ontario which will provide swimming facilities. The remaining site will be converted into parklands. A gift of \$3,800 has also been made by British American to assist in beautifying the property.

Mr. E. G. Flemming, General Manager of B.A. Oil states that the property will be turned over as soon as surveys have been completed and roads re-arranged.

There are a few buildings now on the site which will be moved at B.A.'s expense to another location.

ONTARIO REGISTRAR TO RESIGN POST



**HAROLD
TANTON**

Harold A. Tanton, a key figure behind Ontario's Real Estate Brokerage Act, will retire April 30th, to take up private practice as a Realtor in Toronto.

Always a staunch supporter of Business ethics, he was instrumental, in 1946, of creating the foundation for legislation which now controls real estate in Ontario.

ONTARIO BOARDS' EXECUTIVES



A beaming group, all set to make the St. Catharines-Niagara Real Estate Board come up with another successful year. From left to right: G. Merritt, Secretary-Treasurer, Hubert Sheehan, 2nd V.P., R. Cooper, 1st V.P., Ken Fowler, President, Mary Sams, Director, George Walker, Director, Lloyd Knox, Director and Wm. McGrew, Director. Past President F. L. Laundry absent.



LONDON OFFICERS FOR 1959

London Free Press

Among the "Workers" at the 37th. Annual Conference of the Ontario Association of Real Estate Boards, held in the Hotel London, March 1st to 3rd, were the new Executive of the London Board.

Reading left to right: President Ron Richardson; Past President Bill Walkom; Vice-Presidents George Insell and Bill Evans.

Convention News will be published in April Realtor.



WELLAND AND DISTRICT OFFICERS

Seated left to right: Jesie McLaren, Secretary; D. R. Mason, President; Donald Alsop, Vice-President.

Standing: Wally Mole, Director; Lucien Gadoury, Director; W. H. Burton, Past-President; Alice Katool, Director; Chas. Boyagian, Treasurer.



HOW POLAROID CAMERAS HELP REALTORS

1. Pictures in a minute.
2. Good pictures assured before leaving spot.
3. Pictures available for reference when report is being written.
4. Speed-up of mortgage decisions. Wins customer good will.
5. Anyone can operate day or night.
6. Films readily available.

Polaroid 60-second pictures attached to appraisal reports, given to prospective buyers or to the local newspaper to beat advertising deadlines all mean a big saving in time and money. Remember . . . the picture you want . . . when you want it.

H. C. TUGWELL & CO. LTD.

223 BAY ST. • TORONTO • EMpire 4-2286

Ontario Association Of Real Estate Boards

CO-OP LISTINGS EFFECTIVE IMMEDIATELY

Listing No.	Type of Property	Location of property	Listing price	Listing Broker	Selling Broker Comm.
0-2516	Urban, 2 houses, 2 cabins	Atherley	\$ 9,500.	R. J. Slessor, 19 Collier St., Barrie	3.80
0-2515	Housekeeping cottages & main lodge	Baysville	\$ 28,500.	R. C. Sanborn, Baysville	5.80
0-2507	Summer estate	Beaverton	\$ 81,000.	Gibson Bros. Limited, 100 University Ave., Toronto	3.80
0-2434	Farm, 139 1/3 acres	Brampton, per acre	\$ 1,000.	Gordon A. Hutchison, 29 Queen St., Brampton	3.80
0-2480	Summer resort	1 mi east of Dorset	\$ 48,000.	Thos. N. Shea, Box 3, Markham	5.80
0-2499	Gas station, snack bar	4 mi west of Fenelon Falls	\$ 27,000.	Goodman, Arkwright & Anderson Ltd., 64 Lindsay St. S., Lindsay	5.80
0-2511	Summer residence	Gibson twp.	\$ 7,500.	Chambers & Meredith Ltd., 227 Eglinton W., Toronto	5.80
0-2226	Garage, showroom	Jarvis	\$ 50,000.	P. J. Harvey, 63 Darling St., Brantford	3.80
0-2199	Retail florist business & greenhouses	Centerville	\$ 90,000.	Dawn Duench, 521 1/2 King St. N., Waterloo	5.80
0-2509	Produce business	Parkhill	\$120,000.	Hugh McKervill, 402 Dundas St., London	3.80
0-2518	Farm, dairy, 200 acres	Thorah twp.	\$ 30,000.	John F. deWith, Realtor, Newcastle	3.80
0-2498	Farm, dairy, 265 acres	Ops twp.	\$100,000	Don Waterman, 47 Lindsay St. S., Lindsay	3.80
0-2521	Summer resort business	Manitowaning	\$ 25,000.	Bert Weir & Sons Ltd., 237 Dundas St., London	5.80
0-2523	Summer resort	Dorset	\$ 18,000.	L. Klus, Realtor, 780 Dundas W., Toronto	5.80
0-2527	Vacant land	Barrie	\$ 26,000.	O. H. Lacey Real Estate, 98 Bayfield St., Barrie	3.80
0-2366	Service station, restaurant, apartments	Waterloo	\$65,000.	Alex Heide, 58 Maywood Rd., Kitchener.....	3.80
0-2530	Store and 3 apts.	Cornwall	\$60,000.	Canada Trust Co., Huron & Erie Bldg., London	3.80
0-2531	Store	Cornwall	\$75,000.	Canada Trust Co., Huron & Erie Bldg., London	3.80
0-2532	Year round tourist home	Trenton	\$85,000.	Collette & Whitley, 54 Division St., Trenton	3.80
0-2535	Country residence	Beaverton	\$33,000.	Lloyd Realty (Oshawa) Ltd., 101 Simcoe St. N., Oshawa	5.80
0-2536	Tourist camp	Ridgeway	\$70,000.	Costen & Fowler Ltd., 214 East Main St., Welland	5.80
0-2537	Hotel	Fergus	\$ 75,000.	Harold S. Hare, 194 Broadway, Maple	3.80
0-2538	General Store	Baysville	\$ 16,800.	R. C. Sanborn, Baysville	5.80
0-2539	Tourist Camp	Rice Lake	\$ 22,000.	R. Gordon, 523 Rogers Rd., Toronto	5.80
0-2540	Dwelling	2 mi. from Port Franks ..	\$ 6,000.	S. E. Malins, Port Franks	3.80
0-2541	Vacant land	Paris	\$ 6,000.	Lloyd Randall, R.R. No. 6, Brantford	3.80
0-2542	Tobacco & barber shop	Ingersoll	\$ 25,000.	John J. Hnatuk, 520 Dundas St. W., Woodstock	3.80
0-2543	Auto body shop	Niagara Falls	\$ 80,000.	Steve B. Blash, 673 Ontario St., Niagara Falls	3.80
0-2544	Tourist camp	2 1/2 miles east of Trenton air.	\$ 35,500.	Extra Realty Ltd., 989 Bloor St. W., Toronto	5.80
0-2545	Grocery & dwelling	Clarksburg	\$ 15,000.	C. O. Handbidge & Co., 902 2nd Ave. E., Owen Sound	5.80
0-2546	Factory & office	Cooksville	\$ 35,000.	T. J. Dale, 58 Dundas St. W., Cooksville	3.80
0-2547	Farm	Hanover	\$ 8,850.	Ken Wiles Ltd., 153 St. Clair Ave. W., Toronto	3.80
0-2548	Motel & auto court	Pembroke	\$ 95,000.	P. J. Brennan, 304 Pembroke St. W., Pembroke	3.80
0-2549	Hotel	Fort Erie	\$135,000.	Harvey Keith, 181 Eglinton Ave. E., Toronto	3.80
0-2550	Bakery business	Essex Co.	\$ 12,000.	C. D. Bruner, 79 Talbot St. W., Leamington	3.80
0-2551	Vacant land	Collingwood	\$ 7,500.	Ken Wiles Ltd., 153 St. Clair Ave. W., Toronto	5.80
0-2552	Dry cleaning establishment	Welland	\$ 17,000.	Costen & Fowler, 214 Main E., Welland ..	5.80
0-2553	Bakery	Pembroke	\$ 62,500.	P. J. Brennan, 304 Pembroke St. W., Pembroke	3.80
0-2554	Motel	2 1/2 miles from Pembroke ..	\$ 65,000.	P. J. Brennan, 304 Pembroke St. W., Pembroke	3.80
0-2555	Farm	Esquesing	\$ 30,000.	Ackrow & Wells, 52 Main St. N., Weston ..	3.80
0-2556	Grocery	Weller Park (sub St. Cath.)	\$ 19,000.	Stephen Dennie, 51 Niagara St., St. Catharines	3.80
0-2557	Restaurant	5 miles n. of Welland ..	\$ 58,000.	Alice Katool, 242 E. Main St., Welland	3.80
0-2558	Cottages	Whitchurch Twp	\$ 3,800.	Extra Realty Ltd., 989 Bloor St. W., Toronto ..	5.80
0-2559	Apts & snack bar	St. Catharines	\$ 40,000.	Stephen Dennie, 51 Niagara St., St. Catharines	3.80

ONTARIO CO-OPS Continued

0-2560	Motel	Princetown	\$ 83,000.	J. Boyko Real Estate, 1052 Barton E., Hamilton	3.80
0-2561	Garage	Parkhill	\$ 36,000.	S. W. Luke, 711 Dundas St., London	3.80
0-2562	Commercial bldg., apt warehouse	Thorold	\$ 71,000.	S. D. Costen, 24 Kings St., St. Catharines	3.80
0-2563	Dry cleaners plant	Petawawa	\$163,000.	P. J. Brennan, 304 Pembroke St. W., Pembroke	3.80
0-2564	Residence	Glen Allen	\$ 5,200.	R. Gordon, 523 Rogers Rd., Toronto 9	3.80
0-2565	Vacant land	Darlington Twp	\$ 4,000.	Harvey Kalles, 1055 Bloor St. W., Toronto	3.80
0-2566	Residence	Oshawa	\$ 13,000.	Harvey Kalles, 1055 Bloor St. W., Toronto	3.80
0-2567	Bakery	Lindsay	\$ 7,300.	Vernon O'Connor, 73a Lindsay St. S., Lindsay	5.80
0-2568	Restaurant	Niagara on the Lake	\$ 20,000.	Jim Usher, Niagara on the Lake	3.80
0-2569	Auto body shop	London	\$ 22,500.	R. Patterson & Sons, 215 8th St. E., Owen Sound	5.80
0-2570	Country residence	No. 10 hwy 8 mi n. Brampton	\$ 20,000.	J. A. Willoughby & Sons, 46 Eglinton Ave., E., Toronto	3.80
0-2571	Vacant land	Port Elgin	\$ 1,250.	W. A. Elliot, 533 Brant St., Burlington	5.80
0-2572	Small factory	Springford	\$ 4,200.	Bruce W. William, 639 James St. S., Hamilton	3.80
0-2573	Vacant land	Crowland Twp	\$ 1,300.	Jos. A. Peters, 1162 St. Clair Ave., W., Toronto	3.80
0-2574	Summer residence	Port Carling	\$ 80,000.	Chartered Trust Co., 34 King St. W., Toronto	5.80
0-2575	Summer residence	Georgina Twp	\$ 2,800.	Extra Realty Ltd., 989 Bloor St. W., Toronto	5.80
0-2576	Farm	Thorah Twp	\$ 10,900.	Extra Realty Ltd., 989 Bloor St. W., Toronto	5.80
0-2577	Residence	Niagara Falls	\$ 6,900.	M. W. Hewak, 1339 Barton St. E., Hamilton	3.80
0-2578	Garage & snack bar	2 1/2 miles w. of Orillia	\$ 60,000.	Pearl Beckstead, 8 Lakeshore Rd., Toronto 14	5.80
0-2579	Block mfg. business	Welland	\$ 15,000.	Alice Katool, 242 E. Main St., Welland	3.80
0-2580	Snack bar	St. Catharines	\$ 11,900.	Earle Thompson Ltd., 275 St. Paul St., St. Catharines	5.80
0-2581	Motel	Paris	\$ 45,000.	J. A. Willoughby & Sons, 46 Eglinton E., Toronto	3.80
0-2582	Residence	Niagara Parkway	\$ 45,000.	J. G. Collins, 1156 Victoria Ave., Niagara Falls	3.80
0-2583	3 stores	Lake Simcoe	\$ 20,000.	R. G. Crawford, 237 Kenilworth N., Hamilton	3.80
0-2584	Garage & auto wreckers	Niagara Falls	\$125,000.	Steve B. Blash, 673 Ontario Ave., Niagara Falls	3.80
0-2585	store, snack bar	Niagara Falls	\$ 10,250.	Newell, McInerney & Bishop, Minden	5.80
0-2586	Store	Woodstock	\$ 37,000.	Ray C. Edwards, 666 Concession St., Hamilton	5.80
0-2587	Restaurant	Lindsay	\$ 35,000.	Philip C. Meyer, 3060 Dundas St. W., Toronto	3.80
0-2588	Grocery	Niagara Falls	\$ 60,000.	Steve B. Blash, 673 Ontario Ave., Niagara Falls	3.80
0-2589	Bowling alley	Tecumseh	\$ 75,000.	Foster & Robarts, 76 University Ave. W., Windsor	3.80
0-2590	Hotel	Collingwood	\$ 47,500.	Young & Biggin, 3230 Yonge St., Toronto	5.80
0-2591	Urban property	Orillia	\$ 78,000.	Norm Holmes, 14a Peter St. S. Orillia	3.80
0-2592	Farm	Wentworth Co.	\$ 20,000.	Jos. A. Peters, 1162 St. Clair W., Toronto	3.80
0-2593	Theatre	Ingersoll	\$ 35,000.	John J. Hnatuk, 520 Dundas St., Woodstock	5.80
0-2594	Vacant land 1 mile west of Hamilton		\$140,000.	G. F. Buzzza, 29 James St. S., Hamilton	3.80
0-2595	Grocery	Elliot Lake	\$ 20,000.	Carman Aiello, P.O. Box 35, Elliot Lake	5.80
0-2596	Food market	St. Catharines	\$ 45,000.	Costen & Fowler, 197 King St., St. Catharines	3.80
0-2597	Mixed farm & gravel pit	Peel Co.	\$ 50,000.	V. J. Lauesen, 876 Eglinton Ave. E., Toronto	5.80
0-2598	Nursing home	St. Catharines	\$ 39,500.	M. E. Dilamarter, 204 Queen St., St. Catharines	3.80
0-2599	Summer cottage	Lake Muskoka, Bala	\$ 6,125.	W. H. Dobson, 145a Yonge St., Toronto	5.80
0-2600	Restaurant & Service stn.	Ridgeway	\$ 60,000.	Kernahan & Graves Ltd., 12 Queen St., St. Catharines	3.80
0-2601	Farm, 60 acres	Guelph	\$ 30,000.	The Bender Realty Co., 125 King St. W., Kitchener	3.80
0-2602	Bowling alley	Dunnville	\$ 20,000.	D. R. McEniry, 913 Main St. E. Hamilton	5.80
0-2603	Hardware store	Beaverton	\$ 35,000. plus stock	R. G. Crawford, 287 Kenilworth Ave. N., Hamilton	3.80
0-2604	General store	Port Colborne	\$ 39,000.	Alice Katool, 242 E. Main St., Welland	5.80
0-2605	Summer resort	Baysville-Dorset	\$ 27,000.	R. C. Sanborn, Baysville	5.80
0-2606	Urban business	Sarnia	\$175,000.	W. K. McInroy, 103 S. Mitton St., Sarnia	3.80
0-2607	Business block	Trenton	\$135,000.	Collette & Whitley, 54 Division St., Trenton	3.80
0-2608	Pool room	Frankford	\$ 9,200.	Collette & Whitley, 54 Division St., Trenton	3.80

Note: The above listings also appear in your regular mailings.

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Court Testimony

by **WALTER BERNARD WILLISTON, Q.C.**

Toronto, Ontario

Graduated from Osgoode Hall in 1944, appointed Q.C. in 1954, has been a partner in the firm of Fasken, Robertson, Aitchison, Pickup & Calvin since 1947, Lecturer since 1948 at Osgoode Hall, has extensive experience in Expropriation Cases, Counsel Trial and Appeal

Part I

RULES OF EVIDENCE?

In speaking to you on the subject of Court Testimony I intend to deal firstly with a few of the fundamental rules of evidence. It, in my opinion, is necessary for you to have some knowledge of the basic rules of evidence before you can effectively give testimony in Court. Then, secondly, I intend to deal with your position as an expert witness in relation to those rules of evidence. Finally I will discuss ways in which you can make your testimony in Court more effective.

When I come to this branch of my address I may say some things to you that you will not like. I did not come here with purpose to be fulsome in my praise. On the other hand I do not think I will be misunderstood if, in the course of this address, I say things with the purpose, the sincere purpose, of trying to help you make your testimony more respected.

Now, starting first with the rules of evidence, the main test as to whether or not evidence is admissible is its relevancy. Courts will insist that litigants adduce evidence which is directly material to the case. For example, in an action for breach of contract it is not generally relevant to prove that the defendant is a man of bad character; it is not relevant to prove that in the past he has broken many contracts; those facts have no direct relevancy to the question at hand.

Now a litigant can prove a fact either by offering direct evidence of that fact or he may attempt to prove his fact indirectly. That is, by proving some subordinate proposition from which an inference may clearly be drawn to establish the fact he desires to prove.

Such subordinate evidence is generally referred to as circumstantial evidence.

One rule which is particularly confusing to laymen is this: certain evidence may be irrelevant for one purpose and yet it is admissible if adduced for an entirely different purpose. Let me give you an example. A man is being tried for murder. The Prosecution is not allowed to prove that on prior occasions this man had been guilty of armed robbery, of assault—that is no evidence at all that he committed murder. As a general rule, a person's character—good, bad or indifferent—is not allowed to be proved. But if a person goes into the witness box and gives testimony, then he can be cross-examined on his record—not for the purpose of proving he has been guilty of a crime but to show he is not a creditable witness and that his evidence should not be believed.

Your first test, then, is the relevancy of the testimony. But then we come to certain exclusionary rules whereby evidence, while logically quite relevant, is not allowed to be admitted. I will discuss these exclusionary rules quite briefly:

Firstly, witnesses in general can testify only as to facts within their personal knowledge. They are not allowed to express their beliefs or their opinions—that is the general rule.

Secondly, hearsay evidence is not admissible. Evidence of what someone else told you. The basis of this exclusion is this: to allow hearsay evidence would be to accept evidence of a person not under oath, and the person who actually made the statement is not subject to cross-examination. Therefore, hearsay evidence is excluded, not on the grounds of rele-

vancy but because of its unreliability. There are, however, a number of exceptions to the hearsay rule. These are the exceptions which, to a large extent, you as experts will be dealing with:

(a) — Admissions. A party's own statement is always admissible against himself and against his successors in title.

(b) — Declarations against interest. A statement oral or in writing, made by a person asserting a fact against his own pecuniary or proprietary interest, is admissible. For example, an endorsement of payment on a note would be a statement made against interest.

(c) — Declarations or statements made in the course of duty. Statements made by persons in the ordinary course of their business are admissible. For instance, entries in books of account.

(d) — Dying declarations. The dying statement of a deceased person made with the settled hopeless expectation of impending death, is admissible to prove the circumstances of his death. The reason for this exception is that the solemn situation in itself supplies a guarantee of the truthfulness equivalent to that of an oath or cross-examination.

(e) — Another exception is that if the statement is part of what lawyers call the "res gestae"—viz: utterances forming part of the act, spontaneous statements or explanations made contemporaneously with the act testified about. An example: what is said at the very time of an accident as to its cause, would be a part of the res gestae. It is treated as forming part of the accident.

(f) Now one other exception that is very vital to you: official statements in public documents. Written statements recorded in public documents are admitted by way of exception to the hearsay rule. Thus, various types of official registers and records are admissible in evidence. For example, hospital records, records made in the motor vehicles department, and records in the registry office. Those documents are admitted—they are public records.

This is first in a series of four articles prepared by W. B. Williston, Q.C. The second will appear in April.

PUBLIC RELATIONS

RELATIONS EXTERIEURES DANS LES VENTES

Pourquoi un client fréquente-t-il toujours le même post d'essence, la même pharmacie ou le même marchand de tabac? Serait-ce qu'il y trouve une essence de meilleure qualité, de meilleures pillules ou de meilleurs cigares?

Cette meilleure qualité n'en est pas nécessairement la raison car de nos jours cette meilleure qualité se trouve un peu partout; elle va de soi. Peut-être serait-ce pour raisons de commodité ou par habitude!

Il y a certes un motif beaucoup plus puissant que tout cela. Si l'on fréquente régulièrement la même maison de commerce, c'est qu'on y rencontre des gens affables, des commis intéressés, des vendeurs qui savent apprécier notre patronage.

Dans le monde des affaires, l'acheteur a le haut du pavé, il peut se permettre d'être particulier. De plus, il tolère difficilement l'indépendance, l'irrévérence ou le manque de respect de la part d'un vendeur. Un manque de gentillesse peut souvent occasionner la perte d'un bon client.

Le même principe s'applique dans le domaine de l'immeuble. Le vendeur d'immeuble doit d'abord savoir s'attirer la confiance de son client. On a déjà dit que l'inventeur de la pillule était un génie, mais pour bien vendre la pillule ne l'a-t-on pas recouverte d'une substance chocolatée?

Tout ceci nous amène donc à parler de "relations extérieures;" un outil bien essentiel dans les affaires tout comme dans la vente de l'immeuble.

Les "relations extérieures" couvrent un champ d'action immense. Elles s'étendent du commis le plus junior au bureau jusqu'à l'ami intime du patron. Elles ont comme principes fondamentaux le sens commun, la courtoisie et la politesse. Elles exigent que l'on fasse plus que le nécessaire afin de se créer des liens d'amitié, car il ne faut pas penser seulement à ses clients mais aussi à leur entourage.

Quelle opinion le public a-t-il de vous? Dans vos transactions, pensez-vous tout d'abord au petit magot en perspective? La vente de l'immeuble devrait contempler plus qu'une signature au bas d'un contract de vente, plus qu'un adieu empressé et plus qu'une course à la banque chèque en main.

A l'instar du marchand qui vous a vendu votre première auto; de la maison qui vous a procuré votre première télévision, il est essentiel que vous établissiez un lien permanent avec vos clients si vous voulez faire une carrière de l'immeuble. Peut-être réaliserez-vous un jour l'importance de tout ceci quand, tout seul dans votre bureau, vous attendrez la visite d'un client qui ne viendra jamais ou un appel téléphonique qui ne se fera jamais entendre.

Un client satisfait vous procure automatiquement de nouveaux clients. Cependant êtes-vous bien convaincus que vous faites tout en votre possible pour engendrer de bonnes relations extérieures. N'oubliez jamais que vous avez affaire à des gens qui ont mis en vous toute leur confiance, des gens qui vous confient le plus gros placement d'argent qu'ils aient jamais à faire, c'est à dire l'achat d'une maison. Pensez un peu; avez-vous su vous mériter le respect de ces gens? Qu'avez vous fait pour vous garder leur estime, leur confiance et leurs affaires.

De plus méritez-vous qu'on mentionne votre nom à un ami, à un parent ou à un autre client? Une bonne réputation peut vous garder dans les affaires beaucoup plus longtemps que peuvent le faire une enseigne lumineuse ou une annonce dans les journaux.

Un peu de gentillesse à l'égard d'un client avant, pendant et après une vente peut vous assurer un ami pour la vie. Une vente n'est jamais complètement terminée. Gardez toujours à l'esprit, comme dans vos dossiers d'ailleurs, les noms de tous vos clients.

Il est peut-être difficile de faire des merveilles dans la vente de l'immeuble; toutefois on saura trouver beaucoup de joie et de bonheur dans une clientèle satisfaite et heureuse.

De bonnes relations extérieures feront la prospérité de votre entreprise.

PERSONAL EFFORTS

What keeps drawing us back to the same filling station, the same drug store, the same tobacco shop? Do we find better gasoline, better pills, better cigars at these places?

Quality isn't necessarily the reason because quality nowadays is a universal thing, it is sold everywhere, and we take it for granted. Perhaps its a

convenience. Or just plain force of habit.

No, you must agree, there's a stronger inducement than quality, convenience and habit that make us "steady customers" of any establishment. It is the human element for sure—the personal touch, service with a smile, a feeling our patronage is genuinely appreciated.

We are living today in a truly buyer's market and we can afford to be selective. Moreover, we have little tolerance for business people who do not treat us with courtesy and respect. If we are not accorded favorable treatment, we take our business elsewhere.

The same applies to the Real Estate Business. To sell Real Estate you must first sell yourself to the client. Somebody once said that the man who invented the pill was a genius . . . but the fellow who sold it — put sugar on the outside.

All this of course, takes us into the area of "Public Relations," an effective and essential tool in any successful enterprise . . . real estate no exception.

Public Relations consists of a multitude of things, big and small — from commanding respect from the office boy to impressing your boss' country club friends. It is the daily application of common sense, courtesy and decency. It is doing favours for others so they will remember you.

It is a two-way street: it goes out from you through your efforts to impress people by good deeds and work accomplishments . . . and it comes back to you via these people plus others they have talked to.

Just how do you rate in the public eye? Are dollar signs the only things you see in a realty transaction? Surely there's more to real estate selling than prodding a client to sign an offer, bidding him 'farewell', and rushing to the bank to cash your commission cheque.

Like the dealer who sells you your car . . . the firm that sells you your first T.V. set, you must give follow-up service if you plan to make real estate a lifetime career. Maybe you'll realize the necessity for this someday while sitting dispiritedly in your office with no prospects in sight, waiting for the phone to ring.

Leads for many listings can come from satisfied customers. But do you conscientiously feel you go all-out to engender happy customer relations? Don't forget . . . you are dealing with people who place in your trust probably the biggest single investment

(Continued on page 26)

Letters to the Editor

Readers are welcome to express their opinion of any editorial material which has been published in the Magazine. We would also like to have your views of any other matter which is peculiar to our profession.

TORONTO INDUSTRIAL LEASEHOLDS NOT LEASE-BACK COMPANY

Dear Sir:

Confirming our telephone conversation, I would like to point out to you what I believe to be a fairly common error in the use of a term appearing in your recent article (January) concerning Toronto Industrial Leaseholds (1957) Limited.

I have had the privilege of making several deals with this firm, and I believe these were fairly consistent with the average transaction they make. In my experience these are known as 'build-lease' deals, and have the following character: Industrial Leaseholds, using land they may own at the time or may acquire for the specific purpose, will erect a building to the Principal's specifications with a pre-determined lease arrangement.

A 'lease-back' deal, I believe, must have the character whereby the ownership of any property is sold by the Principal to the Investor for a consideration, this act being simultaneous with the leasing of the property to the Principal by the Investor with a fixed lease arrangement. The specific arrangements regarding interest rate, rental rate, length of term, etc. are all very flexible, and depend on the individual deal.

I hope you will not be offended by my pointing this out to you. Mis-use of this term could create in the minds of the business people we serve the impression that we ourselves are not thoroughly familiar with our business.

Yours very truly,
R. A. Fear
W. H. BOSLEY & CO.

We are obviously in error by including Toronto Industrial Leaseholds in our definition of Lease-backs. This Company is an internationally recognized stalwart in 'build-lease' and, if our concluding chapters ("Another Success Story" — January Realtor) created mischief, we apologize.

We do feel however that 'lease-backs' are becoming a big phase in an astute Realtor's program.

When a Realtor is handed the investment portfolio of an individual or Syndicate, he scans likely properties then commences negotiations to buy the Premises, with a lease-back agreement for the Vendor. We imagine that much caution must be given before the initial approach, for there are more than one important factor to be considered. We assume that the Realtor would assure himself re the Appraisal value, both present and future. He must assure himself that the former Vendor is able to remain financially sound, and if not, that the Purchased premises are such that other tenants may be found without undue trouble or at unusual costs.

Bill Fletcher who writes for the Vancouver Sun, reports a vain attempt by a Vancouver Real Estate Promoter to buy B.C. Electric's famous "Grauer Towers", on lease-back agreement. The sale would presumably release \$10 millions to B.C.E.

MULTIPLE LISTINGS 'DOWN UNDER'

Dear Sir,

I felt you would be interested to know that the Multiple Listing Bureau of Victoria is celebrating its fifth birthday next month on the 4th February. I understand this is the first Multiple Listing Bureau outside North America. I believe in Canada you call them Co-operatives but as far as I can ascertain, it is a Multiple system. The Bureau is working very well in Victoria and has since spread to other States of Australia and New Zealand.

In conclusion may I say how much I appreciate receiving the copies of the Canada Realtor and the very interesting articles contained therein.

All the best for 1959.

Yours Faithfully,
FRANK J. FOY,
General Secretary.
The Real Estate & Stock Institute of Victoria
6 Powlett Street
East Melbourne C2.
Victoria, Australia

We thank Mr. Foy for taking time out to write us.

We might mention that our Realtor is now being subscribed to, by interested people in many parts of the World.

Homes with Pedigrees (January Editorial)

Dear Sir:

Frankly, Mr. Joubert's proposal of improving the quality of new homes by installing a pedigree system, appears to be more idealistic than its is practical. The inspection alone would require a system at least as involved as the present N.H.A. inspection. However, if the N.H.B.A., can work this idea out, so that the transfer fee would be purely nominal, I feel that not only would it benefit the builders and new home purchasers, but also the subsequent purchasers and realtors.

Donald Mayne
Stuart W. Mair, Realtor
Kitchener, Ont.

Dear Sir:

In considering such a scheme as advanced by Mr. Joubert which was commented on in your Editorial "Homes with Pedigrees", I would think the main advantage would be to safeguard the prospective home buyer. The fact that it may enhance the sale and resale of individual homes should be a minor consideration, as Real Estate Men would tend to view the scheme solely from a mercenary angle.

Problem of control and operation would make the scheme prohibitive. I think it would be a plan only for the larger centres, as a great many of the towns throughout the Country are completely lacking in building codes.

yours truly
J. R. Stratford
Rivers, Manitoba.

LETTERS TO EDITOR Continued

Dears Sirs:

We should like to comment on your editorial in the January 15 Realtor re: Pedigree Homes.

The idea of putting a seal of quality on homes is a very commendable one, and certainly would serve as a guidepost in the purchase of homes by those not conversant with building codes. However, the practical application of this would appear to be most difficult, and, in fact, impossible. "Keeping up with the Joneses" would take on a new aspect, and the difficulty in properly establishing this seal would be accentuated when older homes and rural homes were taken into consideration. Again, the quality of housekeeping inside and out is a very variable thing; and certainly does have an effect on the value of a home.

Considering all factors, we feel that this idea, while having merit, in thought, is impractical.

Yours very truly,
James H. Mac Gillivray
Reekie Insurance Agencies
Kelowna B.C.

Compliments — Like Water to a Dry Sponge!

Dear Sir:

Congratulations in getting your January Issue out so rapidly. We received our December edition last week and today, while visiting the Westminster County R.E.B. (New Westminster) saw a copy of the January issue.

While I'm thinking of it, sincere compliments on a vastly improved magazine. It gets measurably better each issue.

yours truly
Stuart Wilson,
(P.R. Staff)
McConnell, Eastman Co. Ltd.
Vancouver

Ed's note: We admit that we had good intentions for some time of moving our publishing deadline ahead, but were unable to realize this until January. It took six months to line up advanced press time, plus additional work at Headquarters to get two months magazines composed within three weeks.

C.A.R.E.B. is heavily subsidizing the costs of publication each month, which leaves little money for editorial material. However, we are diligently working towards increasing the editorial quality of your magazine.

We are pleased to get letters, both critical and complimentary. It is only by hearing from you our audience, that we know we are on the tracks!

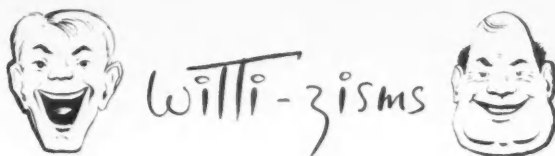
Dear Sir:

Congratulations on your fine articles appearing in THE CANADIAN REALTOR on "Advertising". I feel certain that every sales person connected with real estate should derive some excellent ideas from these articles.

Yours very truly,
THE TORONTO REAL ESTATE BOARD
Gerry Ford
President of the Salesmen's Division

Our sincere thanks to the Salesman's Div. of the Toronto Real Estate Board. Letters like this are as welcome as a hundred buck bill (not that we'd turn that down!)

We'd be glad to answer any advertising question directed our way.



We remember a fellow student, back in our school days, who was asked to write an essay on "How to make a pair of Skis." With much pencil-chewing effort he came up with this masterpiece:

"First off you take two boards . . . cut off the ends . . . bend up the fronts and tie two straps on." end of quote. It was apparent that he had a great deal of apathy towards skiing.

Reports from this year's activities out in Vancouver, British Columbia indicate that Grouse, Seymour and Hollyburn Mountains, all adjacent to that city, are as busy as ever. We remember the years 1954 to 1956 when we skiid there. Quite a few instances still stand out vividly.

A skier was standing in line one afternoon, waiting to get on the chairlift. The line was so long that it curved back on itself several times. The Skier muttered something about the delay, whereupon another snorted "Quit your beefin'. I've been in this line since 8 this morning."

There were so many students taking lessons that during the confusion, one chap claimed that he was in the hands of four different instructors including a class of 4 to 6 year olds.

One of the Ski Patrol said to a lady carrying a baby—"Lady you shouldn't have brought him up here." She said ruefully, "I didn't have him when I came up!"

Outside the lodge there were thousands of skis stuck in the snow. There were so many that people were shining up them to get their bearings.

Someone thought it funny that this fellow standing outside a nearby hut hadn't moved for so long. When finally investigated they found the corpse had been there since 1878!

There is a mound of snow a hundred feet high just outside the front door of the lodge. When we asked the attendant what it was there for, he pointed to a sign which read "Please brush snow off clothing before entering lodge!"

Vancouver isn't the only place that has trouble. While we were down in Alta-Utah, Spring of '57 we saw a sign that said, "Please wear altmark straps!" (to hold boot to ski). We saw a lady wearing them alright, around her neck!

Another girl wouldn't catch the upper chairlift! Seems her boy friend (a University Student no less) told her that the cannon they had seen near the lodge was to shoot down anyone who skied upper Rustler! (These cannons are used to "Shoot Down" avalanches.)

Back of our City (Toronto) the ski runs are so short that one fellow with a new pair of seven foot skis complained that his skis would not bend sufficiently to take the bottom curve of the outrun. (Because the back end of his skis were still coming over the top.)

Anyone like to swap for a 7' pair of skis?

Daffynitions

HOSIERY: "For contented calves"

AUCTION: "You get something for nodding"

IRELAND: "World's Greatest Copper producing Country"

TALL SHOWGIRL: "Eyeful Tower"

MATTRESS: "The Best Night-spot in town"

—Sacramento Realtor

PERSON TO PERSON

1959 CALENDAR

from the mouth of babes

James Harris of Toronto, a student Real Estate salesman has cause to reflect on the quirks of fate. Seems Mr. Harris was drawing unemployment insurance while undergoing the initial period in a Broker's Office before his license came through.

An Unemployment clerk called Mr. Harris' home and his Five year old son answered the phone saying, "My, Daddy is at work."

buy now — pay later

An American Builder is advertising New Houses for 85c down. The House includes 2 bedrooms, carport, and other extras and, carries for \$85 a month. The Sherbrooke Telegram ponders "Maybe this matter of only 98 cents down is merely an alternative to an almost perpetual lease at \$85 per month." They end their quote by saying "So, who cares?"

elected governor

Wallace R. Baker, Vancouver Realtor has been elected, International Governor of the Society of Residential Appraisers.

no opera here!

Garibaldi Park means little to Canadians right now, even if you are a British Columbian. However, foreign interests will invest \$5 millions in developing this lovely 65,000 acre Park into a year around playground with accent on Ski slopes which will compare favourably with any Swiss or Austrian. Cashing in on the future of this development are the Haney and Maple Ridge Realtors. These gentlemen have assisted the M. R. jay cees in publishing a map called "Maple Ridge — Welcomes you" "the southern gateway to Garibaldi Park!"

Haney and Maple Ridge are 27 miles east from Vancouver and 10 miles south of Garibaldi.

"Wishful Thinking Cha-Cha"

CONTEST

Winner of our five bucks, as reported in February's person to person will be announced in April.

under a blanket of blue

the license to provide a solution to a problem without regard to its execution, has long been one of those enjoyable bits of humour to which we all, are entitled. For instance, if one were to say, "But how are we going to get it up there?" Another would respond vis comica: "Just hang it on a sky hook!"

Trust an Advertising agency to destroy this saying. On Eglinton Avenue, in Toronto, the Firm of McConnell, Eastman & Co. are erecting a \$1,200,000 building. This is not too startling but — shades of Florence Nightingale, darned if the contractor isn't going to put the roof up first, then add the floors later!

Public Relations

(Continued from page 23)

they'll make in their lifetime — the purchase of a home.

Thing back. Do you honestly deserve repeat business from these people? What did you do to make them remember your name and want to do business with you again.

Moreover, are you worthy of having your name recommended to a relative or friend of a former client? A good reputation will keep you in business longer than a flashing Neon sign over your office door or clever newspaper advertising.

By being courteous and helpful to a client before and after he's moved into his new home, you've practically earned the opportunity of putting a proverbial foot in his door for possible future association with him. Never write "Finis" to a sale for, that same client might want to call on your services again. And, never let him out of your mind, above all, your customer file.

It may be difficult to build a monument to success in real estate, but it's one business that can have rewarding features at the human level — happy communication with the public — and satisfied customers.

Be your own public relations man and watch your business prosper.

Alberta Real Estate Association

Annual Convention
Palliser Hotel, Calgary
Saturday, March 28th.

Appraisal Institute Canada

22nd. Annual Convention—Winnipeg
March 23rd-25th

B.C. Assoc. Real Estate Boards

April 13-14
Harrison Hot Springs, B.C.

Canadian Association Real Estate Boards

16th. Annual Conference
Saskatoon, September 20th.-24th.

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227 Eighth Avenue W.

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to

secretaries
publicity chairmen
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